

Integrated Marketing Communication Paths Based on the Social Media Ecosystem

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Abstract:

With the rapid development of social media, it is a current trend that the path of integrated marketing communication needs to be restructured. Based on the perspective of the combined analysis of user profiling, content matrix, channel integration, user interaction and data-driven, this paper constructs the core path model of integrated marketing driven by social media, covering four dimensions: user profiling and demand integration, content matrix and channel collaboration, user interaction and relationship fission, and data feedback and conversion optimization. Through the case analysis of Luckin Coffee, this article systematically analyzes how brands can achieve an integrated closed loop from public domain traffic diversion to private domain accumulation on platforms such as Wechat, Douyin, and Red Note, revealing the significant role of user participation mechanisms and full-chain data-driven strategies in enhancing marketing efficiency. The research finally puts forward optimization suggestions from the aspects of technology and content, emphasizing a new paradigm of integrated marketing centered on users and supported by data. This research provides theoretical references and practical paths for enterprises to enhance brand influence and user conversion capabilities in the era of social media.

Keywords: Social media; integrated marketing; user profile content matrix; data-driven.

1. Introduction

Nowadays, with the rapid development of information dissemination, social media has evolved from a single tool for information dissemination into a complex ecosystem for user interaction and brand building. It is reconstructing the interaction between brands and consumers [1]. Traditional integrated

marketing communication is facing challenges. Consumers are no longer merely recipients of information but also creators and disseminators of it. Against this backdrop, how to achieve an efficient integrated marketing path within the social media ecosystem has become a key issue in brand marketing communication.

Since integrated marketing communication was pro-

posed in the 1990s, it has achieved the synergy effect of brand communication through the consistency of information, content, channels and timing. However, the interactivity, real-time nature and user-generated content (UGC) characteristics of social media nowadays have made users no longer passive recipients but participate in the creation of brand content. They are communicators who can influence others' consumption decisions [2]. This transformation of the communication mechanism prompts enterprises to re-examine the logical relationship of "content - channel - user" when formulating marketing strategies.

Unlike the traditional media era, marketing paths in the social media environment exhibit stronger nonlinearity and dynamics. Consumers' purchasing behavior often spans multiple platforms and scenarios. They will watch product recommendation videos on one platform, then jump to another platform's live streaming room to place an order and purchase the product and finally go to another platform's community to share their shopping experience. Therefore, many brands have realized this. They have achieved a marketing closed loop through the coordinated interaction of multiple channels such as Douyin, Red Note, WeChat, mini-programs, and e-commerce platforms.

Nowadays, many studies have focused on the strategic significance of integrated marketing or the single-point breakthrough of social media communication mechanisms, but few have conducted systematic path analyses that combine the two. Meanwhile, most studies focus on the logic of "content - dissemination - conversion", lacking in-depth research and discussion on the mechanism of "user behavior - driven + data support + multi-platform collaboration". Therefore, this study will start from this perspective and systematically sort out the path research and practical strategies of social media integrated marketing.

This study will analyze the integrated marketing paths of typical brands such as Luckin Coffee through case analysis and combine the operational logic of current mainstream social media platforms to summarize the optimization directions of integrated marketing in the new social media ecosystem. And analyze the path of integrated marketing in the social media environment, as well as the influence of platform characteristics and user preferences on integrated marketing.

2. Analysis of the Core Path of Social Media Integrated Marketing

2.1 User Profiling and Demand Integration Path

Accurate user profiling is the prerequisite for integrated

marketing. In the social media environment, brands can conduct integrated data analysis through social behavior data such as likes, collections, shares, comments, etc., content preference data such as browsing time and search keywords, as well as consumption behavior data such as purchase frequency and category preferences, thereby building a 360-degree user profile [3].

Take a certain beauty brand as an example. By integrating social interaction data from wechat, short video behavior data from Douyin, and purchase records from e-commerce platforms, it accurately portrays the core group of "sensitive skin women aged 25-30", achieving efficient matching of content push and product recommendation. In addition, to achieve unified identification of cross-platform user behavior, some enterprises have attempted to build a "global user ID" system. By introducing a third-party data middle platform and an identity mapping mechanism, behavioral alignment among accounts on different platforms can be achieved, thereby breaking through information silos and enhancing the consistency and accuracy of marketing strategies.

2.2 Content Matrix and Channel Integration Path

Content is the carrier of marketing, and channels are the paths to reach. In the context of social media, a single content form and isolated platform placement are difficult to meet users' fragmented information demands. Brands need to build an integrated communication system that combines "content form synergy and complementary channel strategies".

In terms of content collaboration, the form of content should be configured based on the characteristics of the platform and user preferences. For instance, Douyin is suitable for Posting short videos with a fast pace, strong emotions and a strong sense of context, such as "10-Second Lazy Person's Makeup Tutorial". Red Note is more suitable for long text and image seeding based on in-depth ingredient reviews and real user experiences. Wechat and Taobao Live emphasize real-time interaction and trust building to drive sales conversion. Through the three-dimensional construction of the content matrix, brands can continuously influence users' decisions at multiple touchpoints [4].

In addition, the source of the content also affects the dissemination effect. Professional User Generated Content (PUGC) is often used in "educational" content such as ingredient interpretation and product evaluation due to its professionalism and authority. UGC, on the other hand, is more suitable for creating life scenarios and emotional connections due to its high authenticity and resonance. The combined use of the two helps to enhance users' trust and willingness to participate [5].

In terms of channel integration, brands need to focus on the closed-loop design of traffic. For instance, when Douyin users are watching short videos and are influenced, they learn about product details through live-streaming rooms and are then guided to Enterprise WeChat for accumulation and operation. Wechat users may enter the mini-program mall from the content of the official account and then be guided to the community to participate in promotions and repurchases. Form a closed-loop chain of “content - reach - conversion” to enhance the overall conversion efficiency.

These three need to work together to build a new paradigm for brand communication in the era of social media.

2.3 User Interaction and Relationship Integration Path

In the traditional Internal Model Control (IMC) mode, users are mostly in a “passive receiving” position. However, in social media, interactivity has become the core variable for measuring the effectiveness of communication. Brands need to establish a user participation mechanism to enhance the stickiness of the relationship between the brand and users.

The current mainstream social viral growth models can be classified into the following three categories: incentive-based viral growth, social task viral growth, and gamified viral growth.

Incentivized viral growth refers to activities like Pinduoduo’s “Cut One Slice” campaign, where users can directly benefit from sharing. It is highly motivating and suitable for acquiring new customers. Social task fission emphasizes social participation and the joint completion of tasks, which is suitable for driving the spread within social circles, such as Luckin Coffee’s “team coffee drinking” mechanism. Gamification and viral growth enhance the frequency of user interaction through forms such as points, check-ins, and lotteries, thereby increasing the activity level of the brand platform [6].

The motivation for users to participate in sharing is not only about profit. Users also hope to enhance their self-worth and gain recognition from others by sharing high-quality content, unique viewpoints or scarce information. This requires that the brand content itself possess the communication attribute of “worth being shared” - emotional value, knowledge value or practical value.

In addition, social media interaction has also given rise to new practices of “user relationship operation”, such as building private domain communities, accumulating Key Opinion Consumer (KOC) relationship chains, and regularly pushing customized content, etc. Through continuous interaction and maintenance, the relationship between a brand and its users is no longer a one-time transaction but a long-term connection.

2.4 Data-Driven and Effect Integration Path

The ultimate goal of integrated marketing is effective conversion, and the data capabilities of the social media era make “path visualization” possible. Brands can leverage tracking technology and attribution analysis to systematically assess the input-output ratio of each marketing link and optimize resource allocation and content strategies.

The current mainstream approach is to build a full-chain conversion tracking model, which includes the six major links of “exposure - click - interaction - consultation - order placement - repurchase”. By marking the traffic sources of each channel through Urchin Traffic Monitor (UTM) parameters and combining the data of user behavior paths, a clear conversion funnel model is formed. For instance, the path of “Douyin exposure - WeChat consultation - e-commerce order placement” can be broken down and evaluated to assess the conversion efficiency and cost contribution of each step [7].

Furthermore, brands can also utilize the Customer Data Platform (CDP) system to integrate multi-source data and achieve the functions of behavior prediction and content recommendation. Based on AI algorithm models, personalized recommendation content can be generated in real time, enhancing user engagement and purchase probability.

3. Case Analysis

Luckin Coffee, as a rapidly rising new consumer brand in recent years, has widely regarded its integrated marketing path built in the social media environment as a model of a “digital native brand”. Compared with traditional coffee chain brands, Luckin Coffee has driven its operation through digitalization. Relying on the WeChat ecosystem and content platform, it has successfully achieved an integrated closed loop of brand promotion, user interaction, sales conversion and private domain accumulation. This chapter will systematically analyze Luckin Coffee’s integrated marketing path from four dimensions: “user profile integration - content and channel collaboration - user interaction mechanism - data feedback optimization”.

In terms of user profile integration, Luckin Coffee collects user behavior data through multiple channels such as the WeChat ecosystem, mini-programs, and e-commerce platforms. Combined with a third-party data middle platform, it achieves cross-platform user identity recognition and hierarchical operation, providing support for the precise push of content and services [8].

In terms of content and channel collaboration, Luckin Coffee has created a diverse content matrix based on the characteristics of its platform: for instance, it has launched short video challenges on Douyin, carried out grass-planting notes on Red Note, and shared brand stories on

WeChat official accounts. By integrating live streaming and mini programs to guide orders, it has achieved a collaborative closed loop of content reach and conversion paths.

In terms of user interaction mechanisms, the brand has launched social task-based viral activities such as “team up for coffee”, driving new customer acquisition through self-promotion by users. Enterprise WeChat and private domain community operation further enhance user stickiness and brand loyalty, forming a continuous interactive relationship [9].

In terms of data feedback and optimization, Luckin Coffee uses UTM parameters to track the entire chain path, achieving precise monitoring of “exposure - click - conversion - repurchase”. Through the CDP system and algorithm model, brands continuously optimize user recommendations, marketing timing, and content forms to achieve dynamic integration strategy upgrades [4].

Luckin’s success story demonstrates that social media integrated marketing needs to break down platform barriers and build a collaborative path driven by data, centered on content, and with interaction as a bridge around users. Only in this way can the dual value of brand promotion and commercial conversion be achieved.

4. Suggestions

In the context of social media, integrated marketing is not merely a matter of combining content and channels; it is a systematic project involving multiple dimensions such as data technology, user cognition, and ethics and morality. In the face of an increasingly complex media ecosystem, for brands to achieve efficient integrated marketing, they must systematically optimize their paths from both technical and content perspectives.

In terms of technology, it is necessary to break down the barriers between platforms. A data platform should be built to achieve unified collection and integration of user data from multiple platforms and conduct real-time analysis. Real-time aggregation and analysis of multi-channel data can be achieved by introducing third-party data platforms such as TalkinData and GrowingIO, thereby collecting and analyzing relevant data in a more scientific and systematic way and helping to make better marketing decisions. In addition, by establishing a “global user ID”, through the association among multiple identity anchor points such as mobile phone numbers, device IDs, and APP accounts, the user logic of different platforms can be connected, enabling brands to break through platform barriers and accurately identify users’ behavior trajectories on different channels. Meanwhile, AI algorithms can be introduced to predict user value, generate personalized recommendations and convert paths, thereby enhancing data-driven decision-making capabilities.

In terms of content, users have corresponding different content preferences on various platforms. Therefore, brands need to be matrix based on the characteristics of different platforms and the preferences of users. For instance, Douyin is suitable for emotionally touching content, Red Note is more appropriate for sharing in life scenarios, and WeChat is more suitable for immersive and in-depth content. Brands should flexibly layout content forms based on the tones of different platforms and enhance the “social currency” attribute of the content to make users more willing to actively share and facilitate the dissemination of the content [5].

In terms of ethics and morality, brands need to establish a “user-centered” ethical governance framework. As data increasingly becomes a core asset, users’ concerns about personal privacy and data rights are also on the rise. Brands need to use the collected data legally and in compliance with regulations. The purpose of data and the scope of authorization can be clearly marked on the apps and mini programs that users come into contact with to ensure that users give informed consent. Moreover, it is necessary to enhance the training model to ensure data privacy. At the same time, third-party tools can be utilized to assess the transparency, compliance and user-perceived risks of marketing activities, providing references for strategy adjustments.

In conclusion, the essence of optimizing the integrated marketing path is a logical transformation from “platform algorithm-driven” to “user value-driven”. This is not only reflected in the upgrading at the three levels of technology, content and ethics, but also means that brands need to re-understand their roles in social media: no longer being lofty disseminators, but co-creators, listeners and service providers [10].

The future optimization direction of integrated marketing is not simply to pursue “high click-through rates” or “low customer acquisition costs”, but to establish a long-term collaborative mechanism based on user trust, supported by data intelligence, and bridging with brand content.

5. Conclusion

This study centers on the “Integrated marketing path in the Social Media Environment”, and constructs a path analysis framework centered on “user profile construction-content matrix collaboration - user interaction mechanism - data feedback optimization”, which is verified through the Luckin Coffee case.

This study finds that social media integrated marketing emphasizes user-centered system collaboration, that is, precise profiling provides personalized content support, enhances the adaptability of content to the platform to improve reach efficiency, strengthens user participation through viral and interactive mechanisms, and uses a data

feedback system to achieve closed-loop optimization. This integration model, which is based on user behavior data and relies on the differences in platform strategies, has effectively enhanced the efficiency of brand communication and commercial conversion capabilities.

The innovation of this study lies in integrating fragmented social marketing strategies into a systematic path model, clarifying the collaborative relationships among various links, and proposing optimization suggestions with practical significance, which have reference value for brand practice.

However, at the same time, this study also has certain deficiencies and flaws. This article mainly focuses on case analysis and lacks empirical data support. Moreover, the selected brands are represented by the fast-moving consumer goods sector and can only be applied to a single industry. Their applicability to various industries remains limited. Future research can combine user surveys or data modeling to quantify the impact of different path strategies on conversion effects. It is also possible to further explore the reconstruction of the logic of integrated marketing by new variables such as AI technology and metaverse media.

In conclusion, social media is driving integrated marketing from “information integration” to “relationship collaboration” and “intelligence-driven”. This research aims to provide theoretical support and practical paths for enterprises to build more efficient and user-sticky marketing systems.

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